



PATH A: SOURCE TO ARS

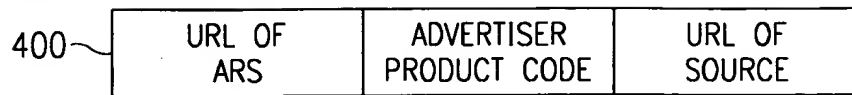


FIG. 4a

PATH B: ARS TO SOURCE

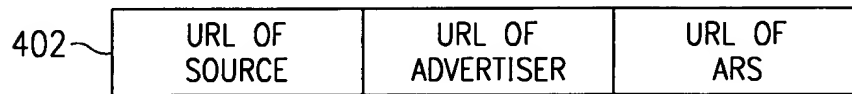


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

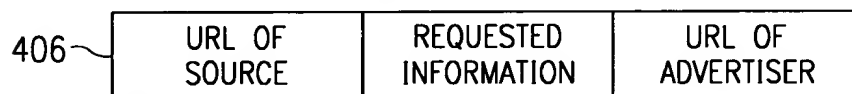


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

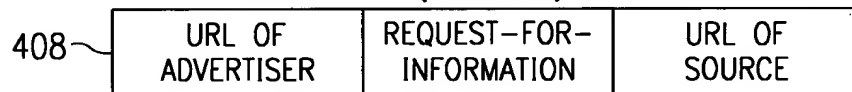


FIG. 4e

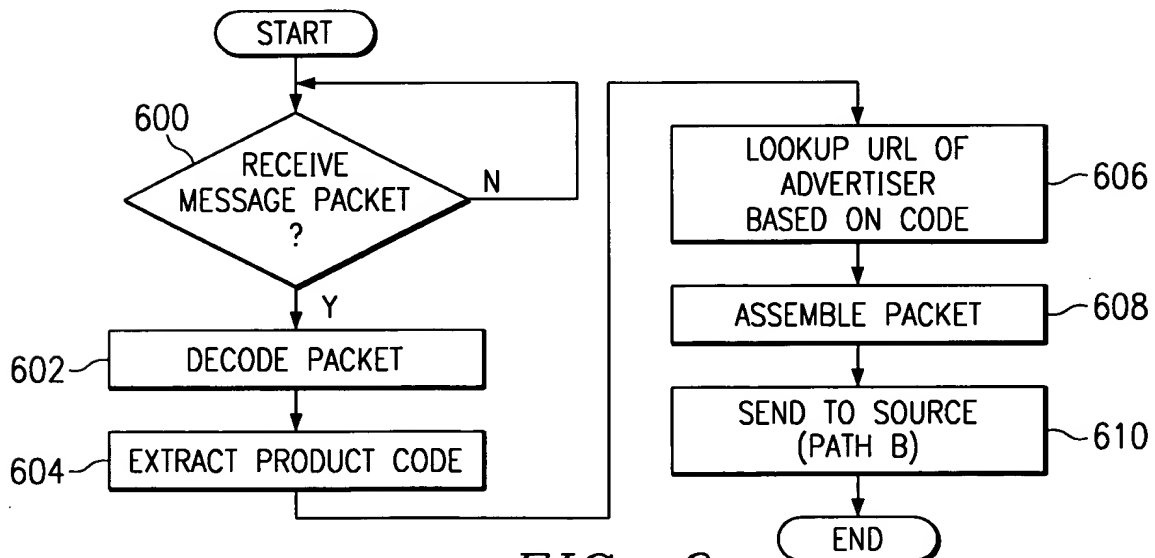


FIG. 6

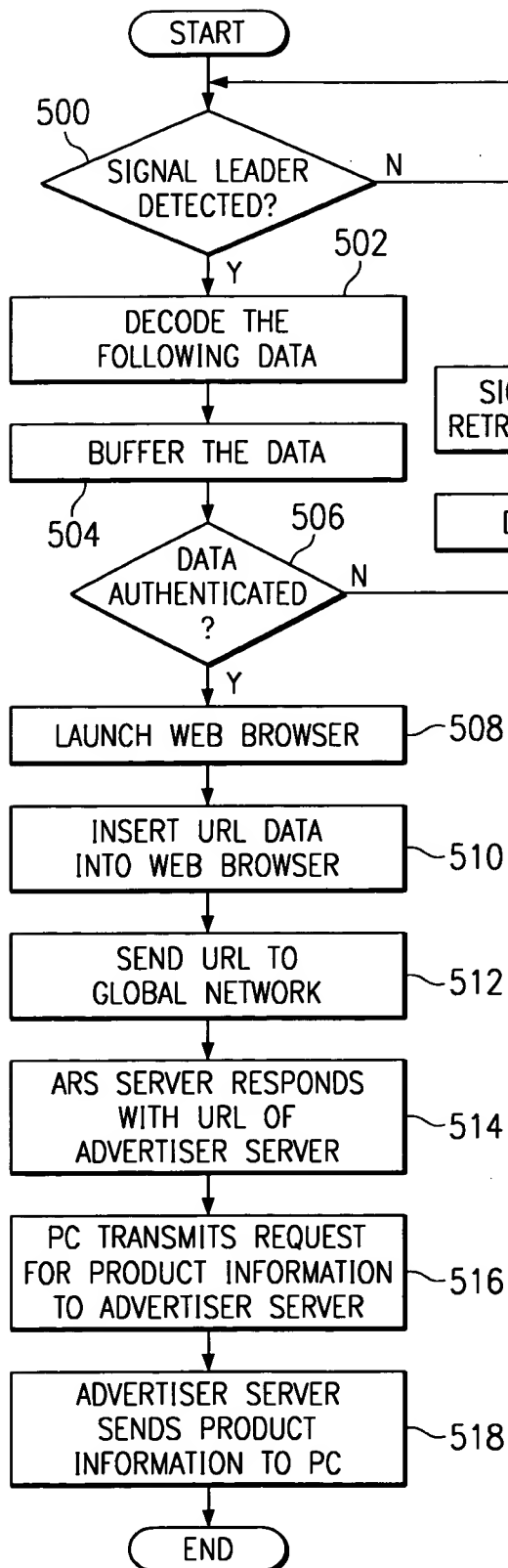


FIG. 5

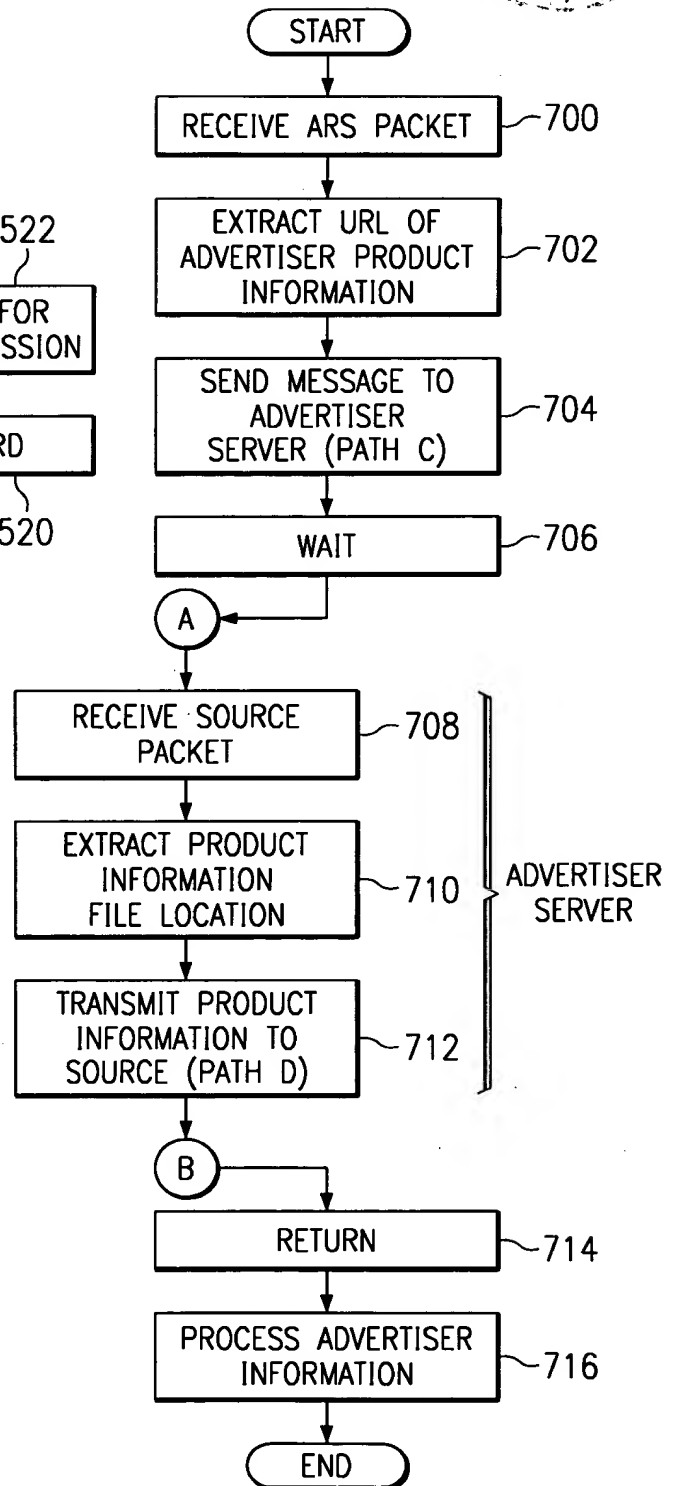


FIG. 7

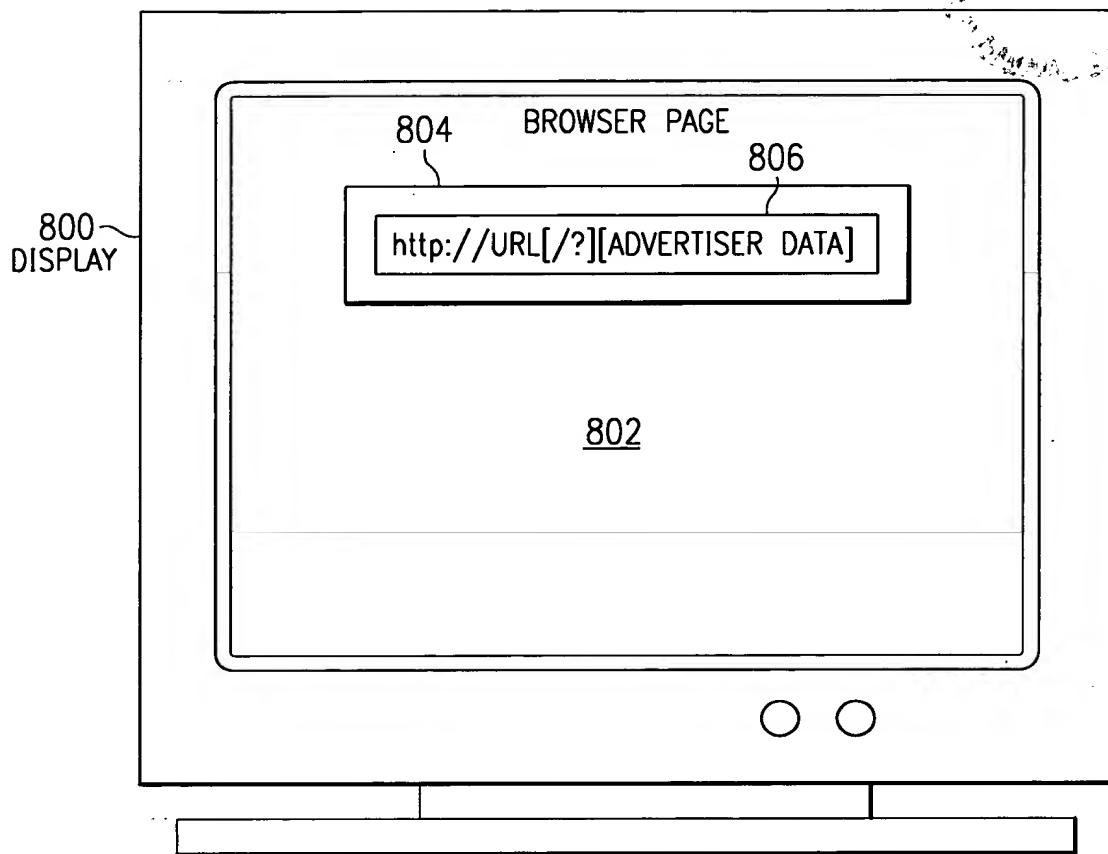


FIG. 8

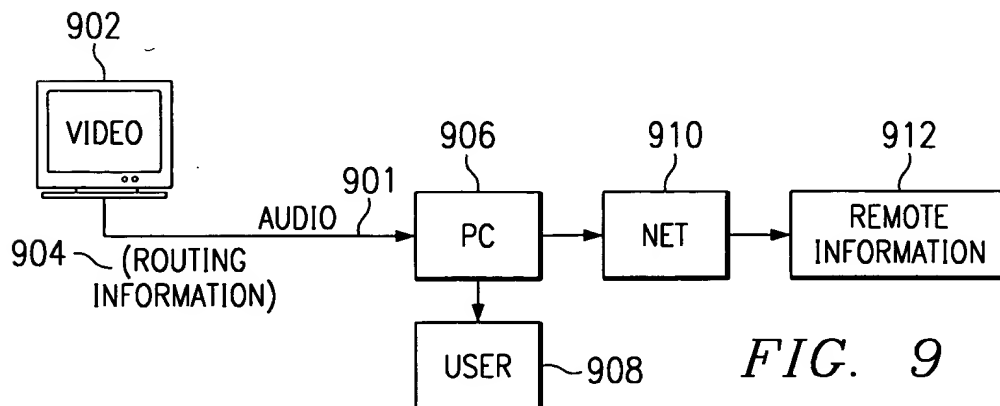
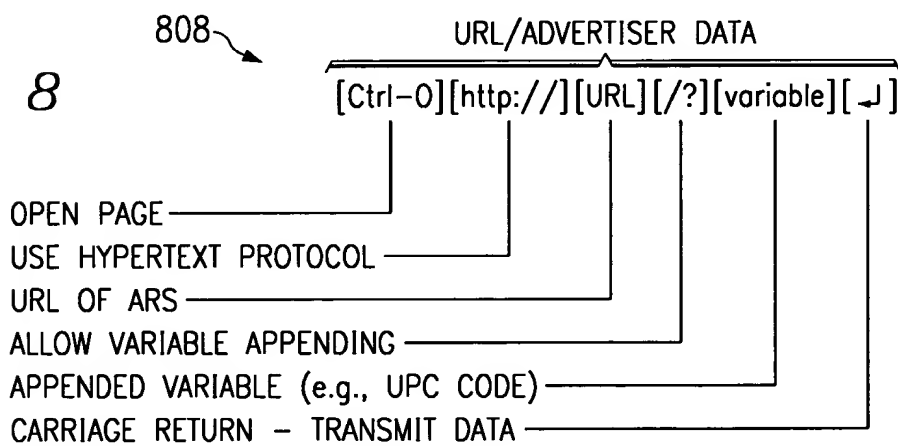
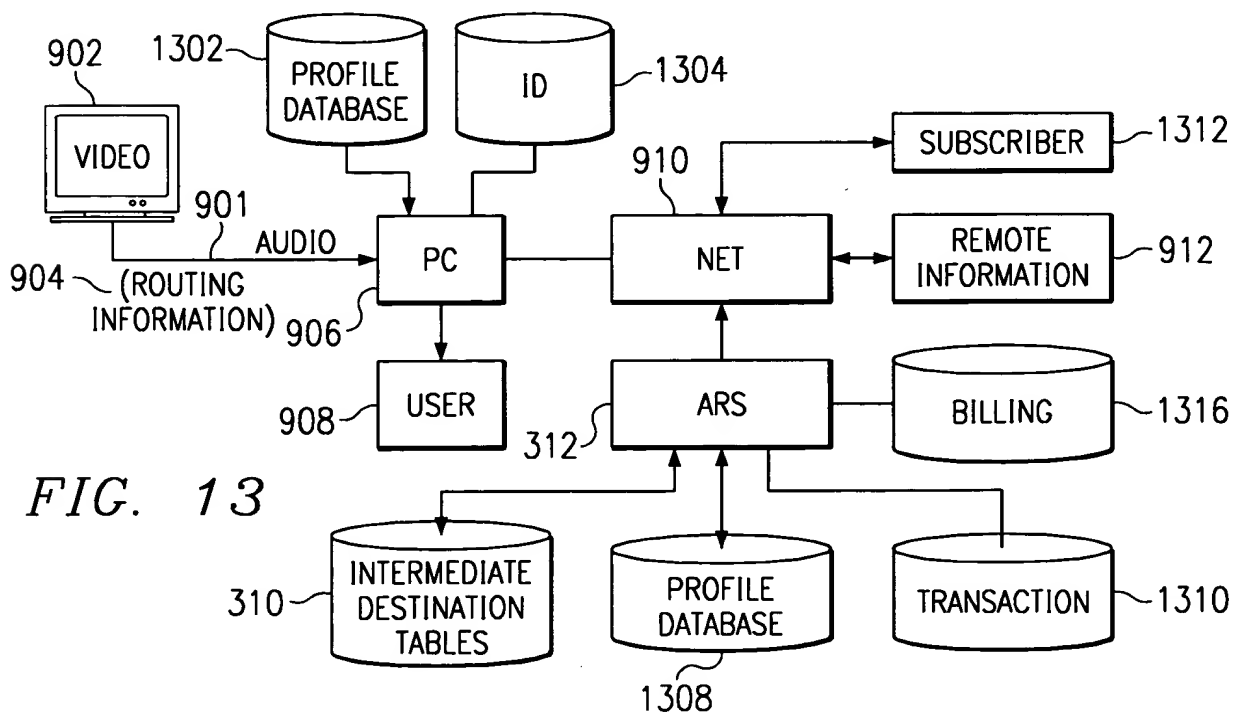
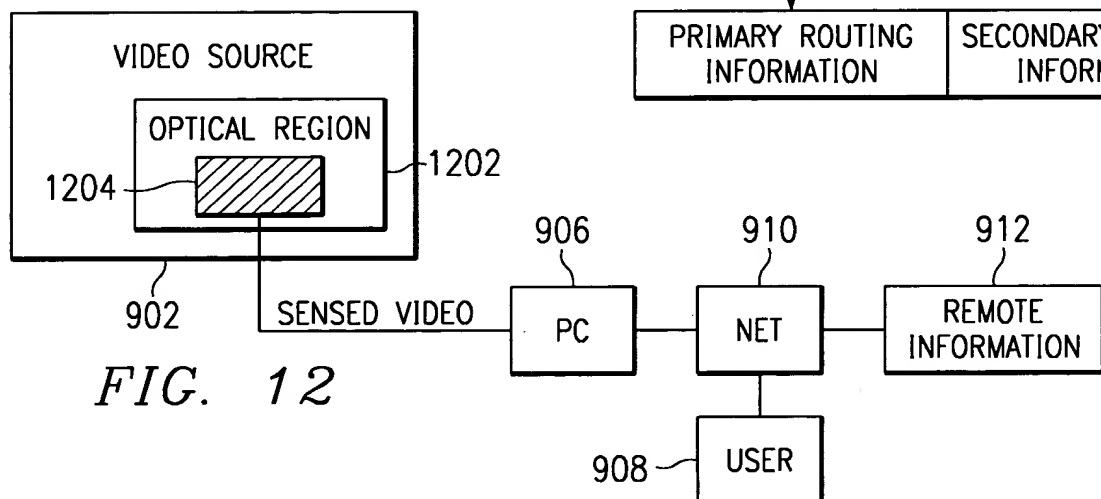
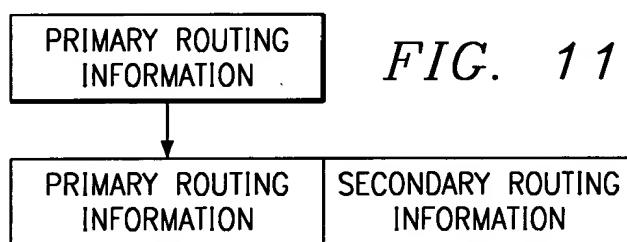
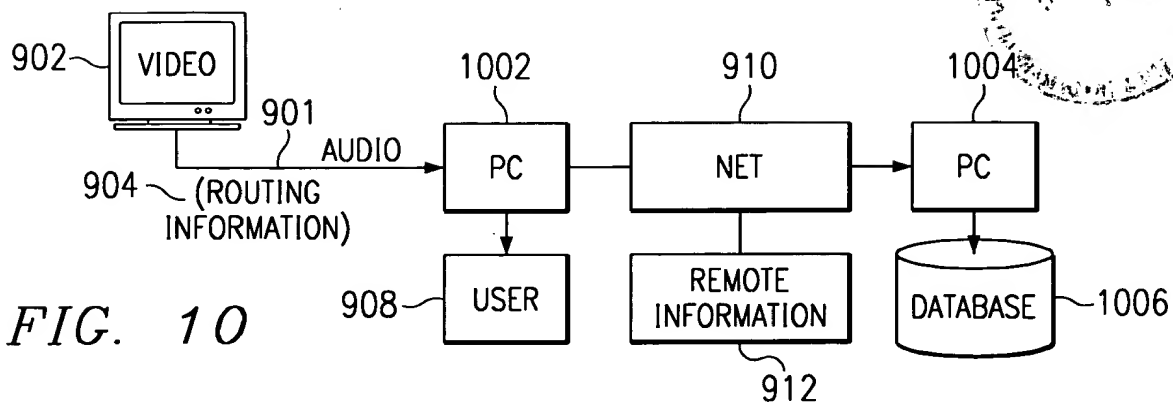


FIG. 9



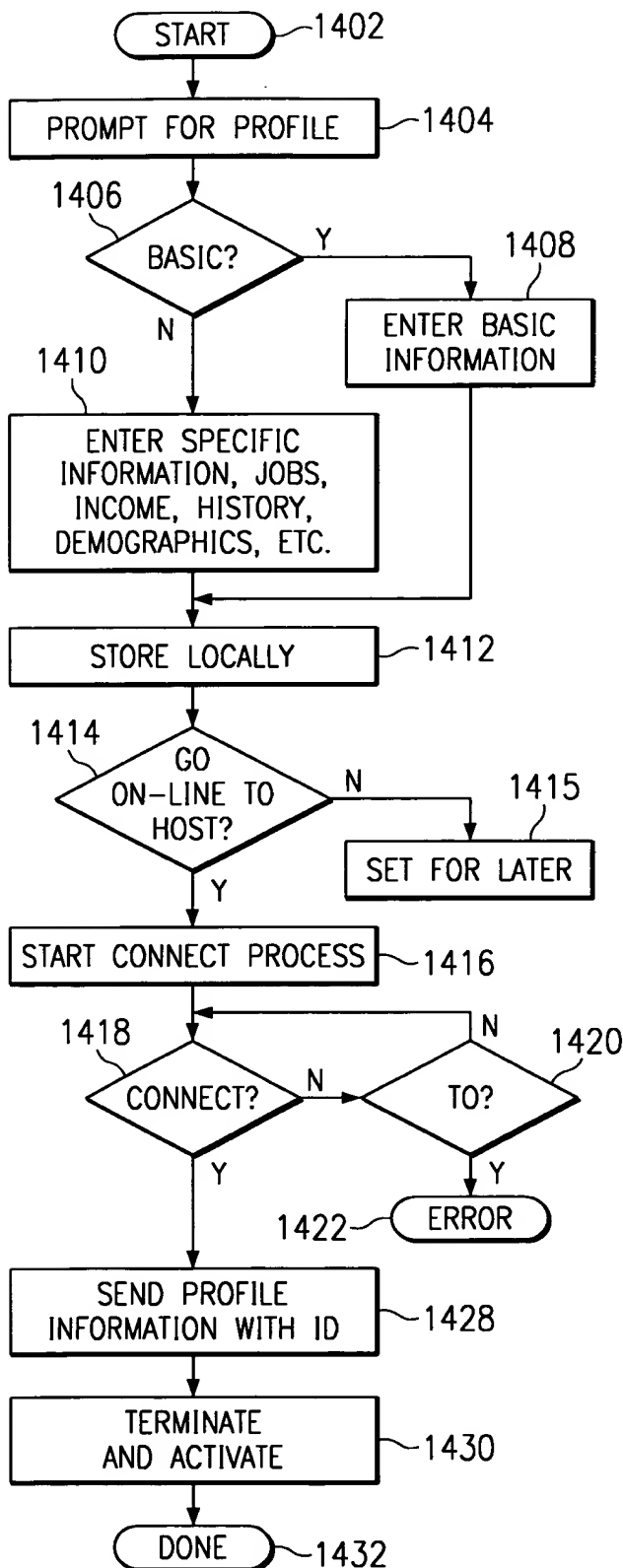


FIG. 14

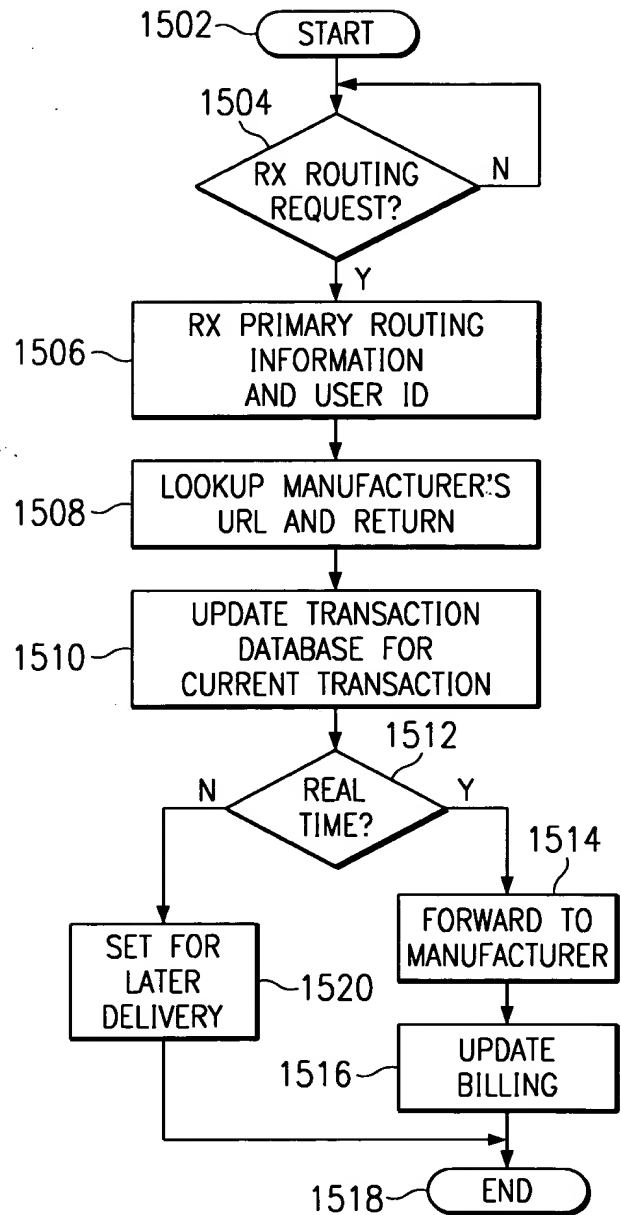


FIG. 15

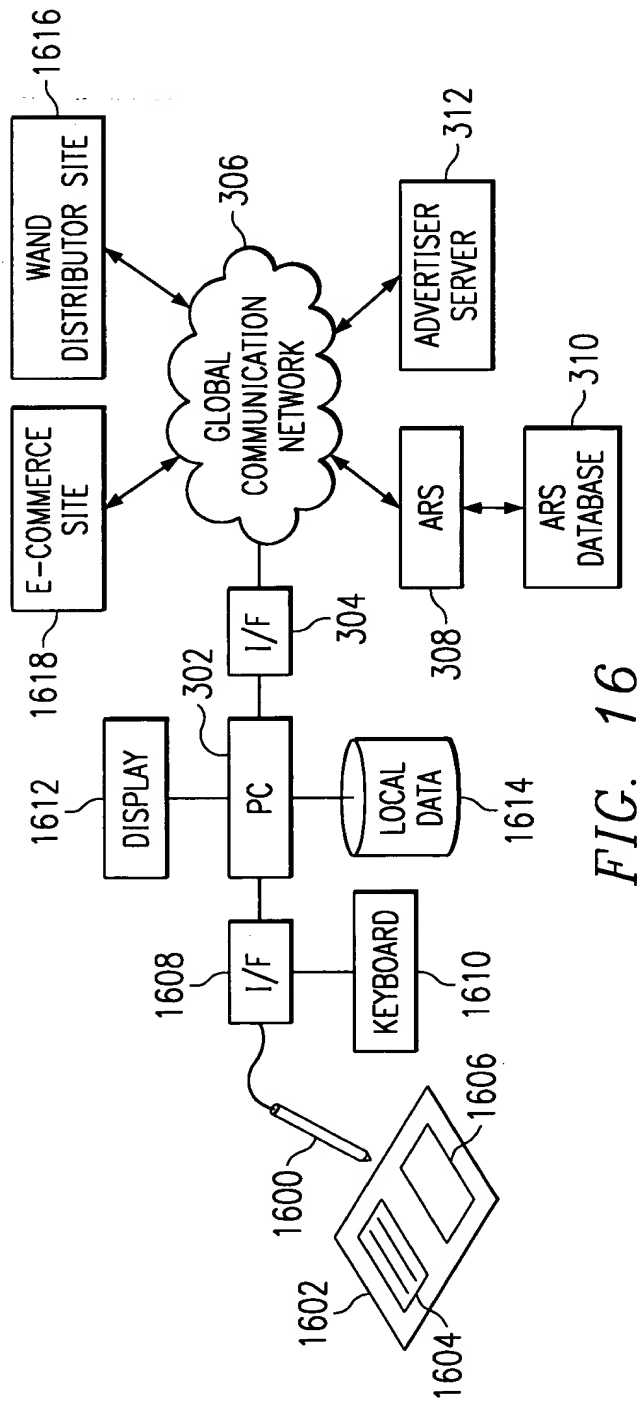
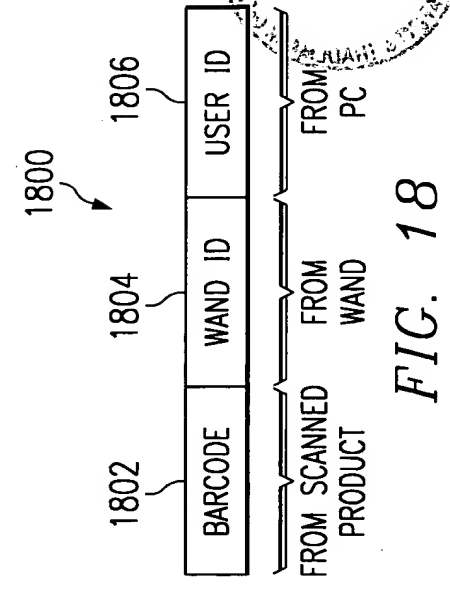
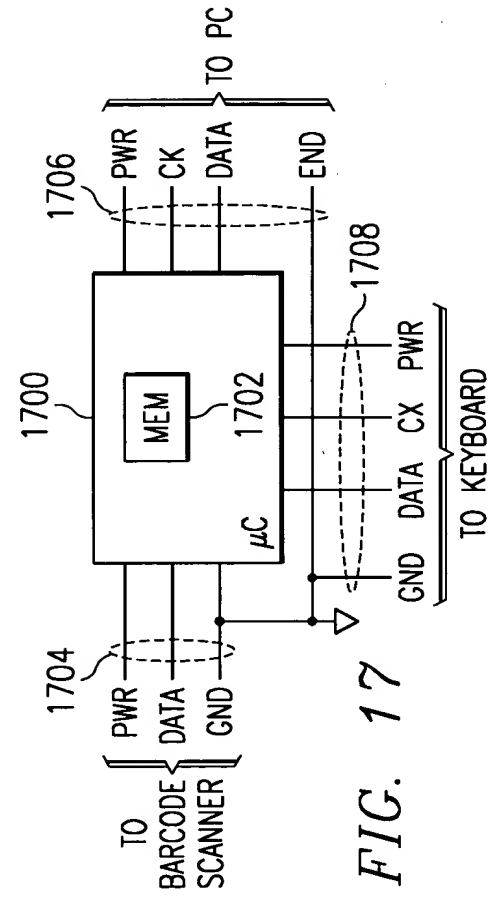
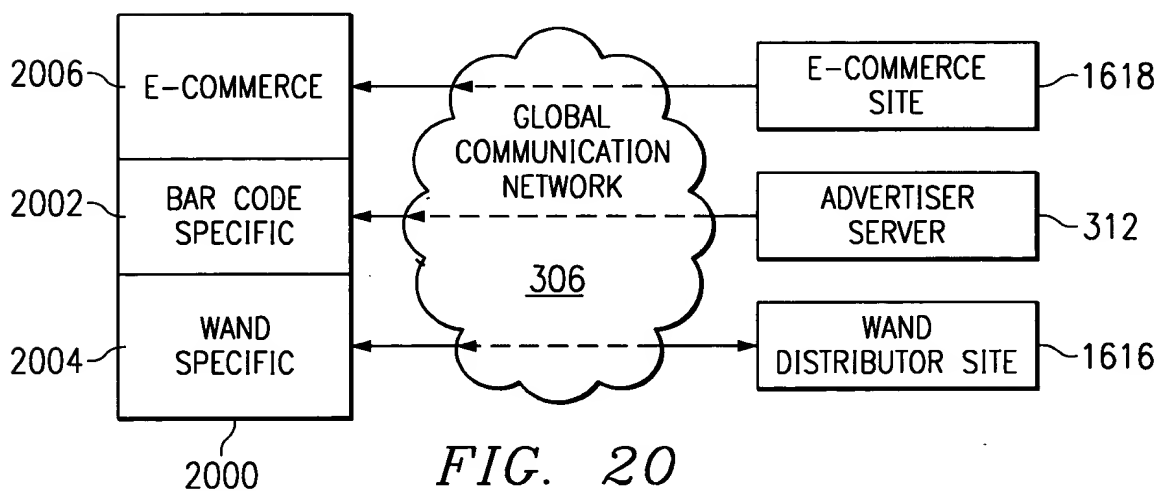
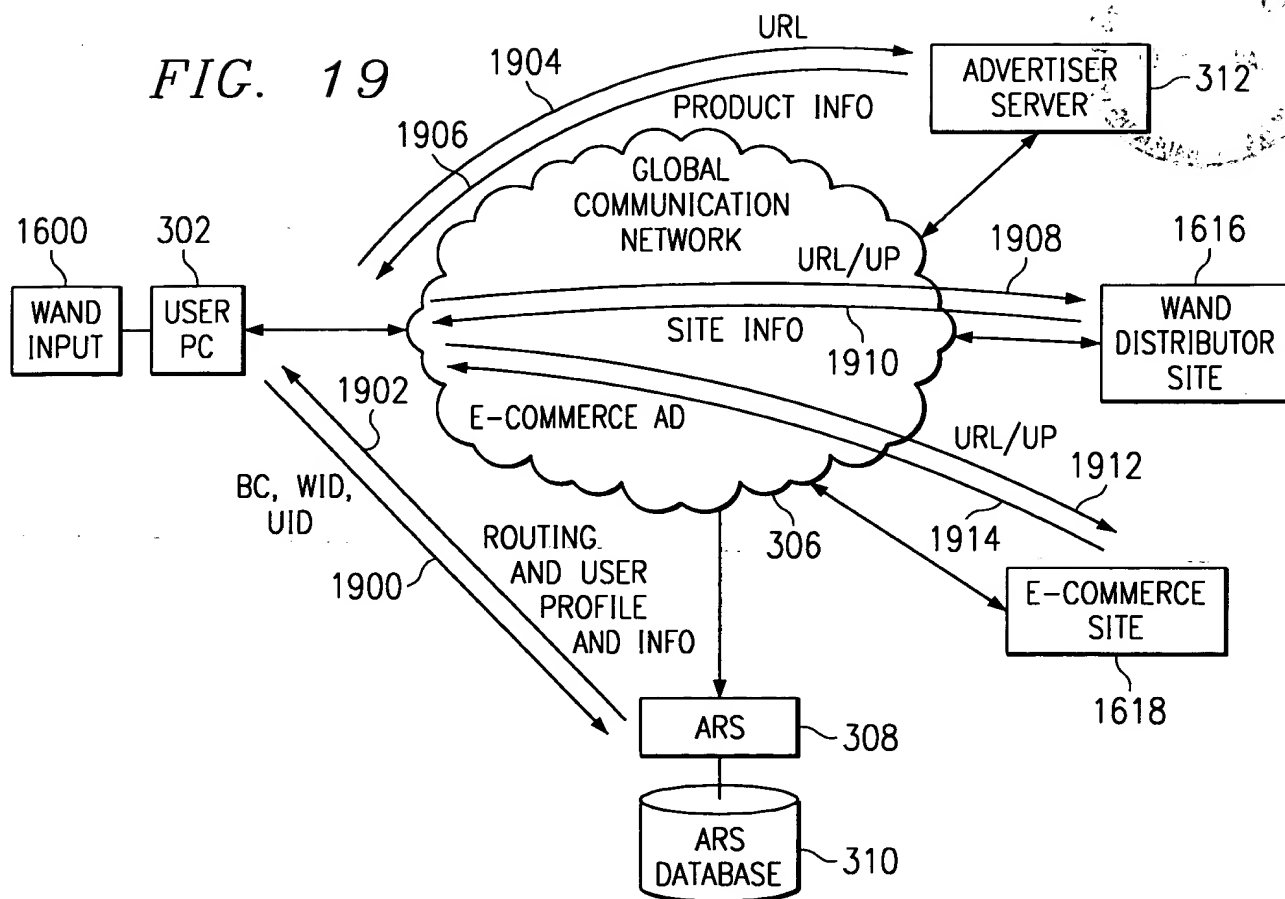


FIG. 16a





2102		2104		2106		2108	
PRODUCT		WAND		USER		E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO	

FIG. 21

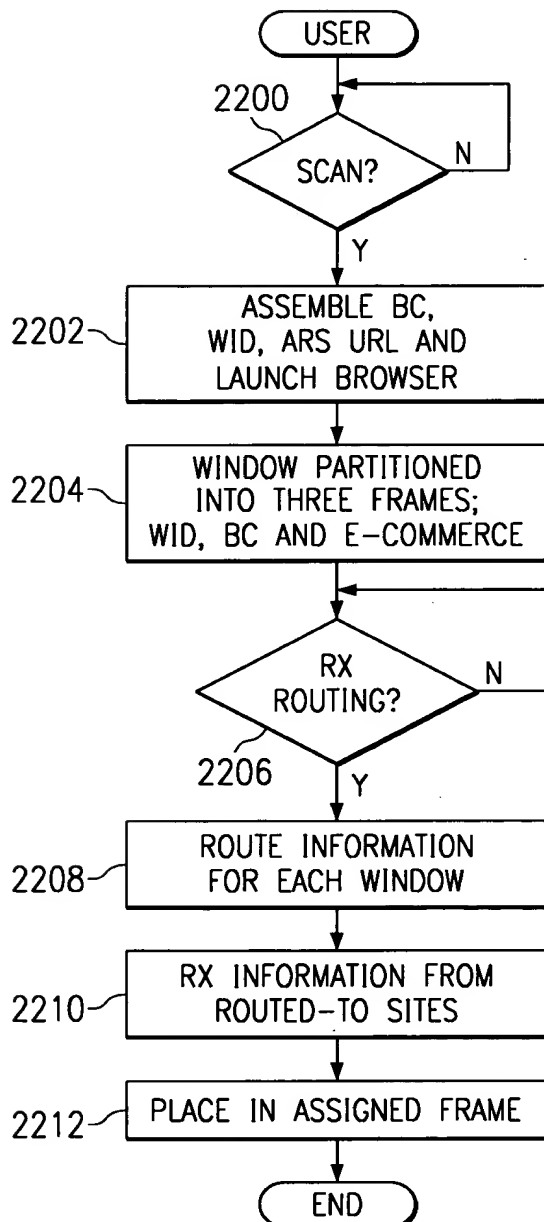


FIG. 22

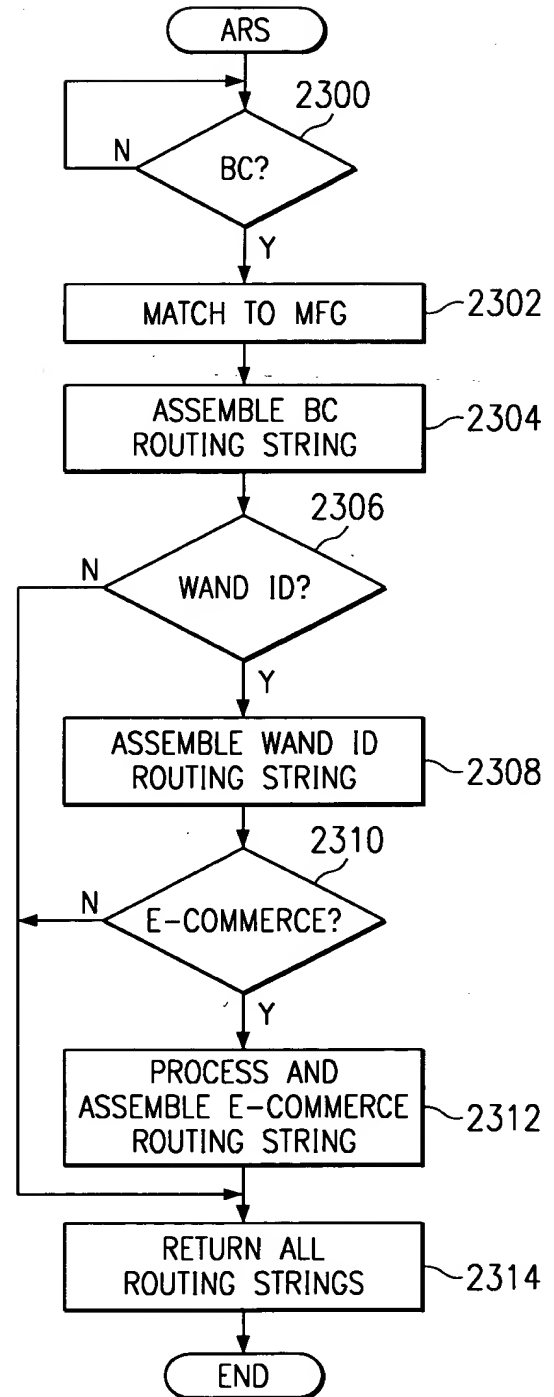


FIG. 23

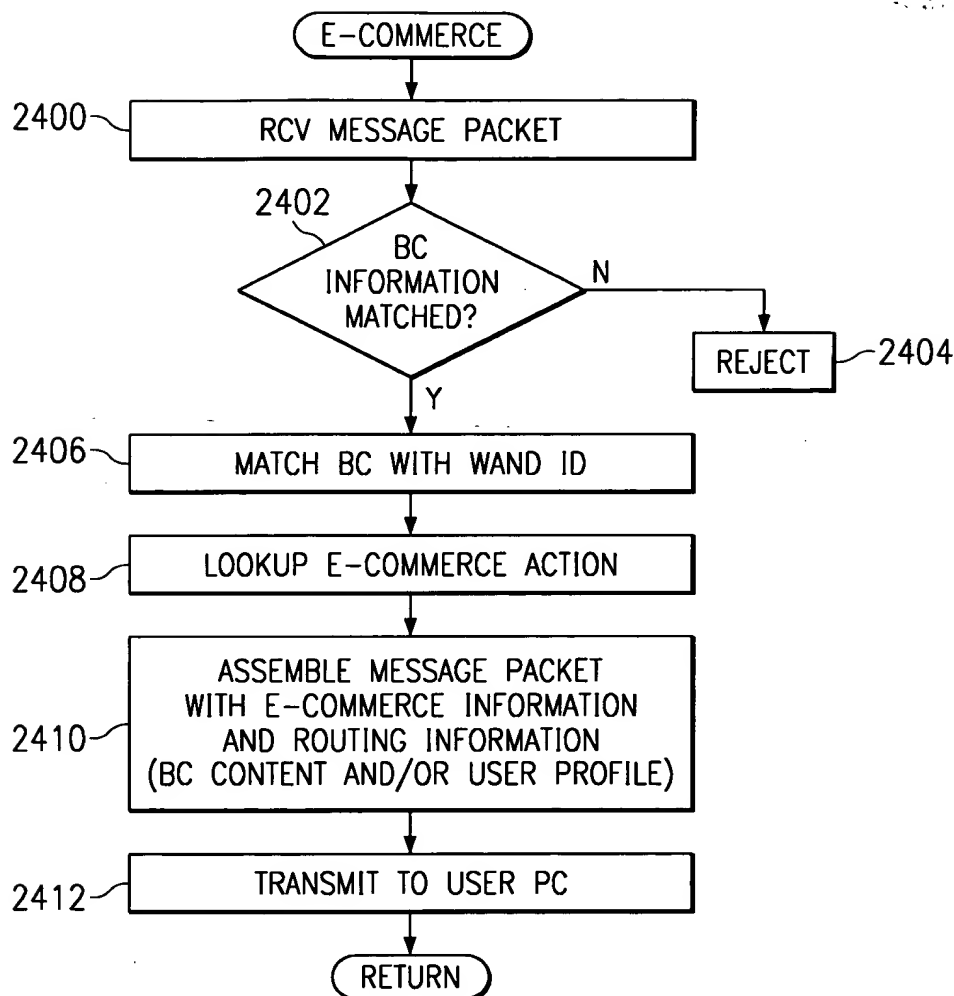


FIG. 24

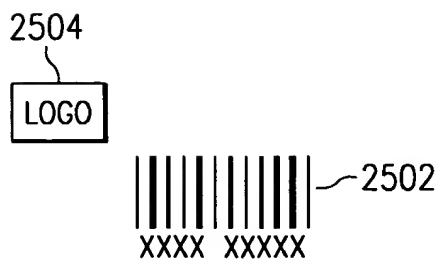


FIG. 25a

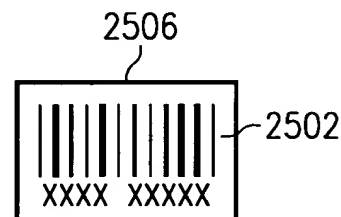


FIG. 25b

FIG. 26

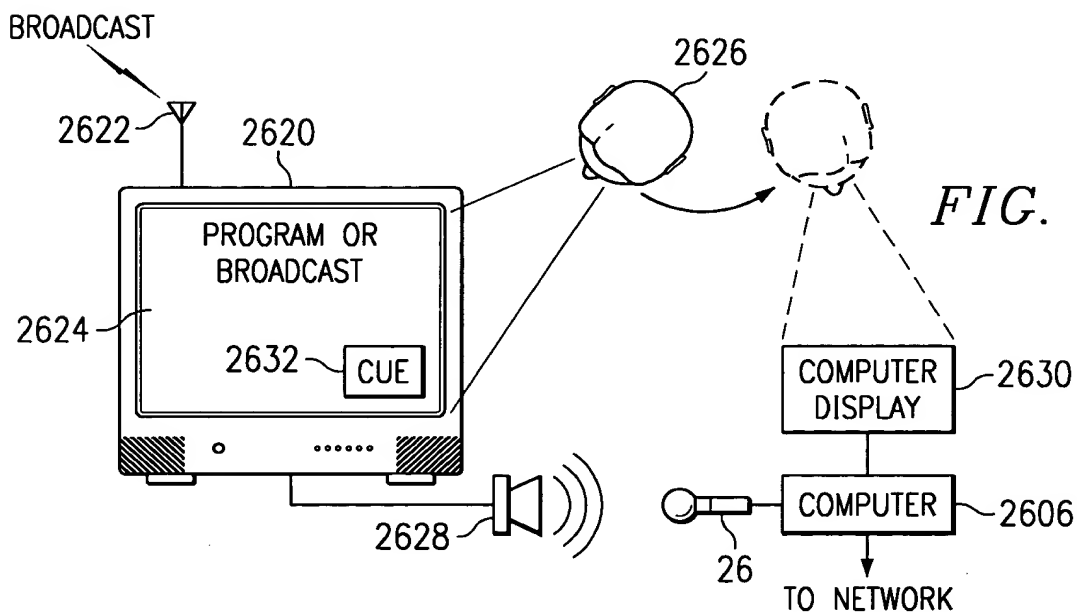
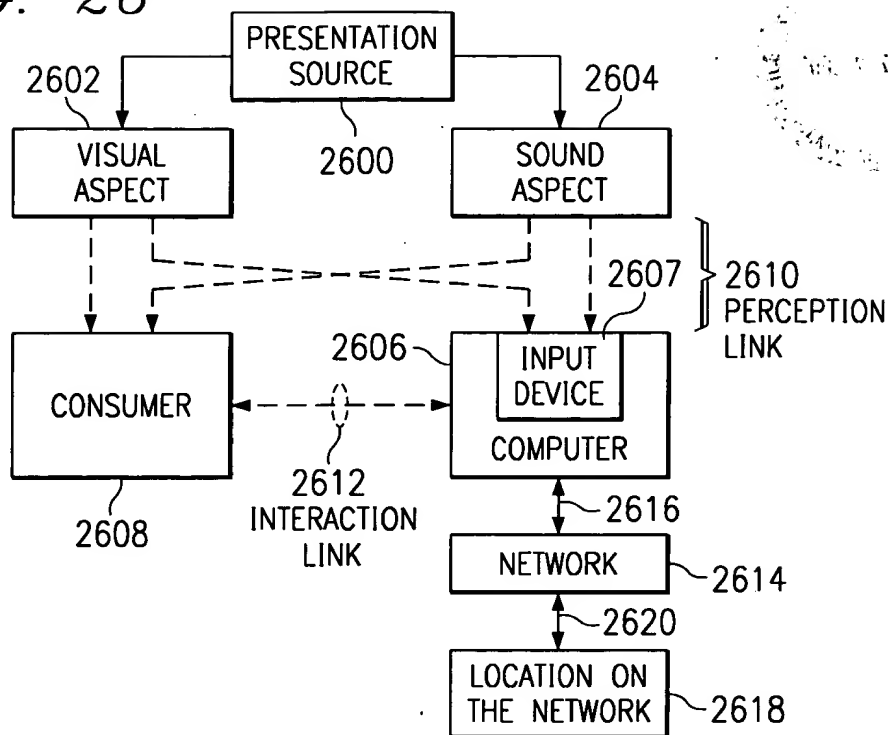


FIG. 26a

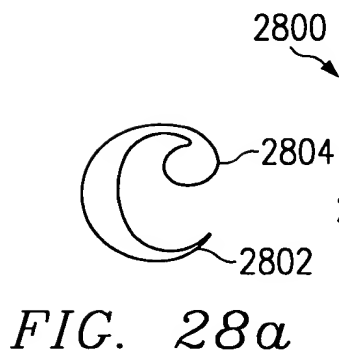


FIG. 28a

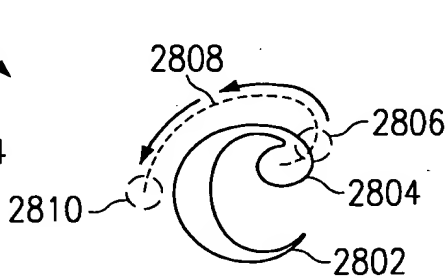


FIG. 28b

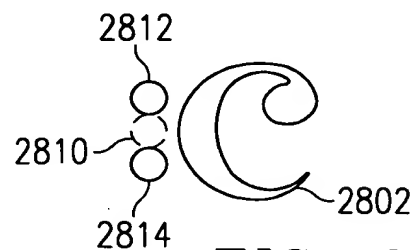


FIG. 28c

